

**LOUISIANA DEPARTMENT OF AGRICULTURE
AND FORESTRY**



OFFICE OF MARKETING
Dissolved by Act 24 of 2009 Regular Session

SEPTEMBER 9, 2009

SUBMITTED BY:
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DEPARTMENT: Louisiana Department of Agriculture and Forestry
OFFICE: Office of Marketing – Dissolved by Act 24 of 2009 Regular Session
LAST UPDATE: 9/9/2009

SECTION ONE: AGENCY OVERVIEW

1. Identify your overarching reform goals for the agency.

As a result of aggressive program analysis, the Office of Marketing has been dissolved. Act 24 of the 2009 Regular Session realigned the program activities and transferred the employees to the Office of Management and Finance. LDAF is presently in the process of transferring (across the remaining six divisions of LDAF) the Office of Marketing's activities, 25 boards/commissions and the related budget authority and means of financing administered by LDAF to garner greater efficiency in the utilization of personnel and assets. Our goals have been and continue to be to investigate ways to reorganize and consolidate programs and cross utilize employees to the fullest extent possible.

2. Review and briefly outline the constitutional and statutory mandates for your agency.

Prior to June 12, 2009 (the effective date of Act 24 of the 2009 Regular Session), the Office of Marketing consisted of the divisions of Agricultural Economic Development, Market Development, Market News, Food Distribution Program and Special Events/Dairy Promotions, as well as the Administrative Office of the Assistant Commissioner. The Office of Marketing received its authority under Louisiana Statutes Annotated 36:628(B) to "... perform the functions of the state relating to programs for the development and growth of markets for Louisiana agricultural products, all in accordance with applicable laws."

The goal of the Marketing Program was to create and sustain markets and affect jobs through its development of value-added food, agritourism, agriculture and forestry products industries by way of financial assistance and counsel. To carry out this goal, the program operated financial, informational, promotional and market development activities.

The mission of the Office of Marketing & Agricultural Economic Development was to promote the development and growth of markets for Louisiana food and agricultural products and through this effort, improve the economic well being of the State of Louisiana and its citizens. Additionally, the office administered the USDA commodity program in accordance with applicable federal legislation, regulations and policies. Programs and services of the Office of Marketing were centered on agri-business development, marketing services, market development, promotion of Louisiana food and agricultural products, dissemination of market information and coordination of special events hosted by the department and its staff.

LDAF is still in the process of dispersing the boards, commissions, programs and activities previously carried out by the Office of Marketing. Attachment 1 is a chart detailing the distribution across the remaining divisions of LDAF.

ATTACHMENT 1

ACTIVITY	TYPE	ACTION	LOCATION NOW
Limitation of Liability Agritourism	Program	In the process of being transferred	Executive Office
Louisiana Sweet Potato Commission	Board/Commission	In the process of being transferred	Office of Agricultural & Environmental Sciences
Louisiana Soybean/Grain Research & Promotion Board	Board/Commission	In the process of being transferred	Office of Agro-Consumer Services
Louisiana Rice Research Board	Board/Commission	In the process of being transferred	Office of Agro-Consumer Services
Louisiana Rice Promotion Board	Board/Commission	In the process of being transferred	Office of Agro-Consumer Services
Louisiana Commodities Marketing Law	Program	In the process of being transferred	Office of Agro-Consumer Services
Dairy Industry Promotion Board	Board/Commission	In the process of being transferred	Office of Agro-Consumer Services
Market Development (Farmers Market & Senior Nutrition)	Program	In the process of being transferred	Office of Agro-Consumer Services
Specialty Crop Program	Program	In the process of being transferred	Office of Agro-Consumer Services
Louisiana Catfish Promotion & Research Board	Board/Commission	In the process of being transferred	Office of Animal Health & Food Safety
Louisiana Strawberry Marketing Board	Board/Commission	In the process of being transferred	Office of Animal Health & Food Safety
Louisiana Crawfish Promotion & Research Board	Board/Commission	In the process of being transferred	Office of Animal Health & Food Safety
Food Distribution Program	Program	In the process of being transferred	Office of Animal Health & Food Safety
Louisiana Aquaculture Coordinating Council	Board/Commission	In the process of being transferred	Office of Animal Health & Food Safety
Louisiana Aquatic Chelonian Research & Promotion Board	Board/Commission	In the process of being transferred	Office of Animal Health & Food Safety
Louisiana Beef Promotion & Research Program	Program	In the process of being transferred	Office of Animal Health & Food Safety
Louisiana Agricultural Finance Authority (LAFA)	Board/Commission	In the process of being transferred	Office of Management & Finance
Market Bulletin	Program	In the process of being transferred	Office of Management & Finance
Louisiana State Market Commission	Board/Commission	abolished	Funds/property/unfinished business transferred to LAFA – Act 24 of 2009 Regular Session
Farm Youth Loan Program	Program	abolished	